

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (twice amended) A system for retaining fee-based memberships at a health club providing health club services to its members, comprising:

(a) ~~means for determining attendance of club members at the health club;~~

(b) means for categorizing the club members into one of a plurality of member segments based on their level of attendance at the health club, said member segments comprising non-user members, low user members, regular user members, and new members, said new members being categorized as such for a predetermined initiation period prescribed by the health club; and

(c) a computer for electronically transmitting text messages to the club members in each of said plurality of member segments, said messages being customized to respective member segments, wherein:

for non-user members, said message comprises a communication and comprising content selected from a group consisting of a text message indicating the member's level of attendance and a text message asking the member to identify obstacles preventing more frequent usage of the health club;

for low user members, said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text message including an exercise motivation tip;

for regular user members, said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text message providing a wellness tip; and

for new members, said message comprises a communication selected from a group consisting of a text message welcoming the new member to the health club and a text message offering a health club orientation;

whereby a wellness tip, an interest survey, and an offer for personal fitness instruction, such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.

2. (previously amended) The system according to claim 1, wherein said plurality of member segments comprises at least two selected from the group consisting of a regular user segment, a low user segment, and a non-user segment.

3. (previously amended) The system according to claim 2, wherein said text message to club members in said regular user segment indicates the member's attendance level.

4. (previously amended) The system according to claim 3, wherein said text message to club members in said regular user segment includes a customized wellness tip.

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5. (previously amended) The system according to claim 4, wherein said text message to club members in said regular user segment includes club information.

6. (previously amended) The system according to claim 2, wherein said text message to club members in said low user segment indicates the member's attendance level.

7. (previously amended) The system according to claim 6, wherein said text message to club members in said low user segment includes an exercise motivation tip.

8. (previously amended) The system according to claim 7, wherein said text message to club members in said low user segment includes a customized wellness tip.

9. (previously amended) The system according to claim 8, wherein said text message to club members in said low user segment includes club information.

10. (previously amended) The system according to claim 2, wherein said text message to club members in said non-user segment indicates the member's attendance level.

11. (previously amended) The system according to claim 10, wherein said text message to club members in said non-user segment requests members to identify obstacles preventing more frequent usage.

12. (twice amended) A method for retaining fee-based memberships at a health club providing health club services to its members, comprising:

- (a) determining attendance of club members at the health club;
- (b) categorizing the club members into one of a plurality of member segments based on their level of attendance at the health club, the member segments comprising non-user members, low user members, regular user members, and new members, the new members being categorized as such for a predetermined initiation period prescribed by the health club; and
- (c) electronically transmitting text messages to the club members in each of the plurality of member segments, the text messages being customized to respective member segments, wherein:

for non-user members, said message comprises a communication and comprising content selected from a group consisting of a text message indicating the member's level of attendance and a text message asking the member to identify obstacles preventing more frequent usage of the health club;

for low user members, said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text message including an exercise motivation tip;

for regular user members, said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text message providing a wellness tip; and

for new members, said message comprises a communication selected from a group consisting of a text message welcoming the new member to the health club and a text message offering a health club orientation;

whereby a wellness tip, an interest survey, and an offer for personal fitness instruction, such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.

13. (previously amended) The method according to claim 12, and comprising establishing a new member program for new members of the health club.

14. (previously amended) The method according to claim 13, and comprising providing a fitness orientation for new members of the health club.

15. (previously amended) The method according to claim 13, and comprising electronically transmitting text messages to new members encouraging usage of the health club.

16. (previously amended) The method according to claim 15, wherein the text messages for new members include basic fitness tips.

17. (previously amended) The method according to claim 16, wherein the text messages are electronically transmitted to new members at least once a week.

18. (previously amended) The method according to claim 12, wherein the member segments comprise at least two selected from the group consisting of a regular user segment, a low user segment, and a non-user segment.

19. (previously amended) The method according to claim 18, and comprising notifying club staff of those members in the non-user segment.

20. (previously amended) The method according to claim 19, and comprising contacting by telephone those members in the non-user segment.

21. (twice amended) A system for retaining fee-based memberships at a health club providing health club services to its members, comprising:

(a) means for categorizing the club members into one of a plurality of member segments based on their level of attendance at the health club, the member segments comprising non-user members, low user members, regular user members, and new members, the new members being categorized as such for a predetermined initiation period prescribed by the health club; and

(b) a computer for electronically transmitting text messages to the club members in each of said plurality of member segments, said messages being customized to respective member segments, wherein:

for non-user members, said message comprises a communication and comprising content selected from a group consisting of a text message indicating the member's level of attendance and a text message asking the member to identify obstacles preventing more frequent usage of the health club;

for low user members, said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text message including an exercise motivation tip;

for regular user members, said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text message providing a wellness tip; and

for new members, said message comprises a communication selected from a group consisting of a text message welcoming the new member to the health club and a text message offering a health club orientation;

whereby a wellness tip, an interest survey, and an offer for personal fitness instruction, such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.

22. (twice amended) A method for retaining fee-based memberships at a health club providing health club services to its members, comprising:

(a) categorizing the club members into one of a plurality of member segments based on their level of attendance at the health club, the member segments comprising

non-user members, low user members, regular user members, and new members, the new members being categorized as such for a predetermined initiation period prescribed by the health club; and

(b) electronically transmitting text messages to the club members in each of the plurality of member segments, the text messages being customized to respective member segments, wherein:

for non-user members, said message comprises a communication and comprising content selected from a group consisting of a text message indicating the member's level of attendance and a text message asking the member to identify obstacles preventing more frequent usage of the health club;

for low user members, said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text message including an exercise motivation tip;

for regular user members, said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text message providing a wellness tip; and

for new members, said message comprises a communication selected from a group consisting of a text message welcoming the new member to the health club and a text message offering a health club orientation;

whereby a wellness tip, an interest survey, and an offer for personal fitness instruction, such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.